

ORIGINAL

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MELODIE A. VIRTUE
ADMITTED IN VA AND D.C.

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APR 11 1996

April 11, 1996

OUR FILE NO.
0306-101-60

By Hand

EX PARTE OF LATE FILED

Mr. William F. Caton, Acting Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Re: Freeze on Paging Applications pending
Rule Making on Competitive Bidding for Paging Systems
WT Docket No. 96-18
PP Docket No. 93-253
Written and Oral *Ex Parte* Communication

Dear Mr. Caton:

Please be advised that on behalf of Modern Communications, Inc., and Personal Communications, Inc., their President Steven Seltzer and I met with Michelle Farquhar, Rosalind Allen, Jennifer Warren and David Furth of the Wireless Telecommunications Bureau, along with other members from the industry as part of the Coalition for a Competitive Paging Industry, on April 9, 1996, regarding the pending freeze on paging applications. We left behind a copy of Mr. Seltzer's letter dated February 22, 1996, addressed to the Honorable Reed Hundt, a copy of which is enclosed. In addition, we left with those individuals of the Wireless Bureau a copy of the two enclosed promotional documents of Modern Communications, Inc., entitled "Regional Paging Coverage" and "Important Paging System Enhancements" and a promotional piece from Beeper Rental Service entitled "Regional Paging Coverage." A separate *ex parte* notice on behalf of the Coalition regarding the substance of the meeting has already been submitted to the Commission.

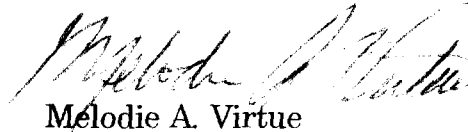
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Mr. William F. Caton
April 11, 1996
Page 2

If there are any questions regarding this matter, please do not hesitate to contact me.

Very truly yours,



Melodie A. Virtue

Enclosures

cc: Michelle Farquhar, Esquire
MAV/blr

The Personal Communications Companies



PLEASE RETURN
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PAGERS CAR PHONES VOICE MAIL
Two-Way Radio Systems Sales and Service

Administrative Offices

P.O. Box One
Altoona, PA 16603-0001

(814) 949-2337
FAX (814) 944-3916

February 22, 1996

The Honorable Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, D.C. 20554

Re: Interim Licensing Proposal
WT Doc. No. 96-18
PP Doc. No. 93-253

RECEIVED
FEB 23 1996
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Dear Chairman Hundt:

I am the President and majority stockholder of Personal Communications, Inc. and RCC of Pennsylvania, Inc., radio common carriers based at Altoona, Pennsylvania. I am President and a minority stockholder of Modern Communications Corporation, also based here in Altoona. I serve as an officer and director of all the corporations listed above. For ease of reference, I will refer to these combined small business entities as the "Carriers."

The Carriers provide wide-area VHF and UHF paging and conventional mobile service from approximately 100 transmitter sites within the States of Maryland, New York, Ohio, Pennsylvania, and West Virginia. Our subscribers receive wide-area paging service because our systems are networked with adjacent paging companies who operate throughout the eastern United States. Our companies have developed *extensive* relationships with neighboring paging carriers in order to provide wide-area service.

I have been active in the paging industry since 1970. I serve as a board member, and have previously served as Secretary, Vice Chairman, and Chairman of PCIA (Personal Communications Industry Association) and its predecessor, Telocator. The opinions expressed in my letter today are, however, my own.

During the past several days I am sure that you have received numerous requests urging the lifting of the freeze imposed by the Notice of Proposed Rule Making in WT Docket No. 96-18 and PP Docket No. 93-253. I join those parties and urge that the freeze be lifted without delay.

The paging industry is extremely competitive. Just ask anyone who is in the paging business! Our competitors not only include Part 22 licensees of nationwide systems, but also operators of so-called PCP systems regulated under Part 90. In order to compete and remain viable, we have improved our service and increased our coverage area to meet the needs of our customers. We have invested heavily to build out our systems, invested in advanced pager technology, and have internally, and through private borrowing, funded the expansion and modernization of our infrastructures.

You, Mr. Chairman, can appreciate how the paging industry has evolved. I am sure you are aware of how important our service is to the public. Paging is no longer "just for doctors" or simply regarded as an adjunct to telephone answering service. Paging is a rapid, efficient, and economical mobile communications service that is today enjoyed by over 30 million Americans.

Section II of the NPRM traces our industry's history, and I can add little to that discussion. What I would like to do in this letter is to summarize for you, and your colleagues, the "real-world" impact of the freeze imposed on small and medium sized companies such as the ones that I own and operate. I hope to demonstrate how the

Regional Office Locations:



PERSONAL COMMUNICATIONS, INC.

1224 Serene Drive
Fairmont, WV 26554-8576
(304) 363-8400 - (800) 942-7243



BEEPER RENTAL SERVICE

315 Morgantown Street
Uniontown, PA 15401-4857
(412) 437-4146 - (800) 879-2771



A AIR-ALERT - JOINES RADIO

907 Seventh Avenue
Beaver Falls, PA 15010-4538
(412) 846-3823 - (800) 522-0340

application freeze will impede our ability to meet ongoing consumer demand that we as radio common carriers have met for many years. Nine specific examples involving our companies typify how the freeze has adversely affected the Carriers and the public:

1. **Mayville, New York:**

Modern Communications Corporation ("MCC") recently acquired a RCC operating eight VHF paging transmitters in Northwestern Pennsylvania and Western New York. Following the acquisition we completely re-built the system we purchased, and in doing so have discovered that customers in the Mayville, New York area cannot receive paging messages reliably. We considered installing a fill-in transmitter (not affected by the freeze), but have been advised by our engineering consultant that a major expansion application will be needed in order to gain proper coverage and penetration. As a result of the freeze, the Mayville proposal is on "indefinite hold." Our customers who need high quality, reliable paging service along the I-90 corridor between Erie, Pennsylvania and Dunkirk, New York will simply be "out-of-luck," at least for the time being.

2. **Brookville, Pennsylvania:**

The freeze prevents MCC from expanding its paging service into the area of Brookville, Pennsylvania, just to the west of DuBois, Pennsylvania. MCC has been serving DuBois (Clearfield County), and specifically the medical community, since 1980. The medical community told us that they need to be reached in the Brookville area. We *cannot* meet their requirements because of the application freeze.

3. **Yeagertown, Pennsylvania:**

There is a considerable gap in coverage between MCC's 152.24 MHz site at Yeagertown, Pennsylvania, and transmitters licensed to an adjacent paging carrier. In order to fill the gap, a major application must be filed by MCC. Again, the freeze has intervened and will frustrate MCC's efforts as a common carrier to respond to our customers' reasonable requests for mobile communications service.

4-5. **Harrisville and Wallback, West Virginia:**

Last year, Personal Communications, Inc. ("PCI") reached an agreement with a neighboring carrier to provide reciprocal access to each others paging systems. PCI's system in North Central West Virginia has been "connected to" the other carrier's system in Charleston, West Virginia. However, there is a significant gap in coverage between the two systems. Engineering was completed by both carriers in January, 1996, but the applications had not yet been filed with the Commission. The freeze has halted this project and has deprived both companies' customers of continuous paging reception when they travel on I-79 between Charleston and North Central, West Virginia.

6-9. **Hancock, Maryland, Rockton, Pennsylvania, Core and Kingwood, West Virginia:**

RCC of Pennsylvania, Inc. ("RCC") operates a wide-area paging system on 454.225 MHz. This system covers portions of Maryland, Ohio, and Pennsylvania. RCC has negotiated leases on tower sites at Hancock, Maryland, Rockton, Pennsylvania, and Core and Kingwood, West Virginia to expand its system. RCC contracted with its consulting engineer to complete applications on all of the sites mentioned above. One of the applications was completed and had actually been received by our FCC counsel in Washington, D.C. during the first week of February. However, the

application had yet to be microfiched and filed before the freeze was imposed. We have made a significant investment in engineering expenses and site acquisition expenses in order to complete these applications that now cannot be filed. Existing and future customers' needs will not be met unless the freeze is lifted.

On December 22, 1995, I sent a letter to Motorola requesting a proposal from them to purchase twenty-nine (29) new base stations that were to be delivered during 1996. As a result of the freeze we will need to cancel stations valued in excess of \$100,000. As a result of the freeze we will not need to purchase as many antennas, cable, and other equipment that will make the total result of canceled orders well in excess of \$125,000. We're a relatively small paging company, yet the story is the same everywhere.

We had anticipated an aggressive construction schedule during the Summer and Fall of this year. With the freeze we will have trouble keeping our technicians and installer busy this year. We will likely be forced to reduce hours and/or layoff one technician. In our forty-one year history we have NEVER had a layoff. At least to me, it is quite clear that the freeze will have far-reaching and dramatic effects on employment, our ability to continue providing quality service to the public, and will have quite a negative impact on the U.S. economy at a time when America can least afford it.

I hope you would agree that the above examples *clearly* show the type of injury that the freeze will cause to paging carriers, to the public that we serve, and to our economy. I am sure that other paging companies have similar stories to tell.

I have reviewed the NPRM and have discussed it with others in our industry. It is certainly my opinion, and I understand the opinion of PCIA as well, that there appears to be NO justification for implementing or continuing the freeze, particularly as it applies to licensees who operate systems in the UHF and VHF frequency bands.

I urge you to lift the freeze!

Respectfully submitted,

Personal Communications, Inc.
RCC of Pennsylvania, Inc.
Modern Communications Corp.

By 
Steven S. Seltzer, President

cc: Commissioner Susan Ness
Commissioner Rachelle B. Chong
Commissioner Andrew C. Barrett
Commissioner James H. Quello

R E G I O N A L
P A G I N G
C O V E R A G E



“Helping People Communicate Better!”

MODERN COMMUNICATIONS CORP.

1215 Sixteenth St.
Altoona, PA 16601
(814) 944-2028
(800) 274-2028

301 S. Allen St., #104
State College, PA 16801
(814) 238-1611
(800) 784-7887

171 N. Mechanic St.
Cumberland, MD 21502
(301) 777-3522
(800) 638-5222

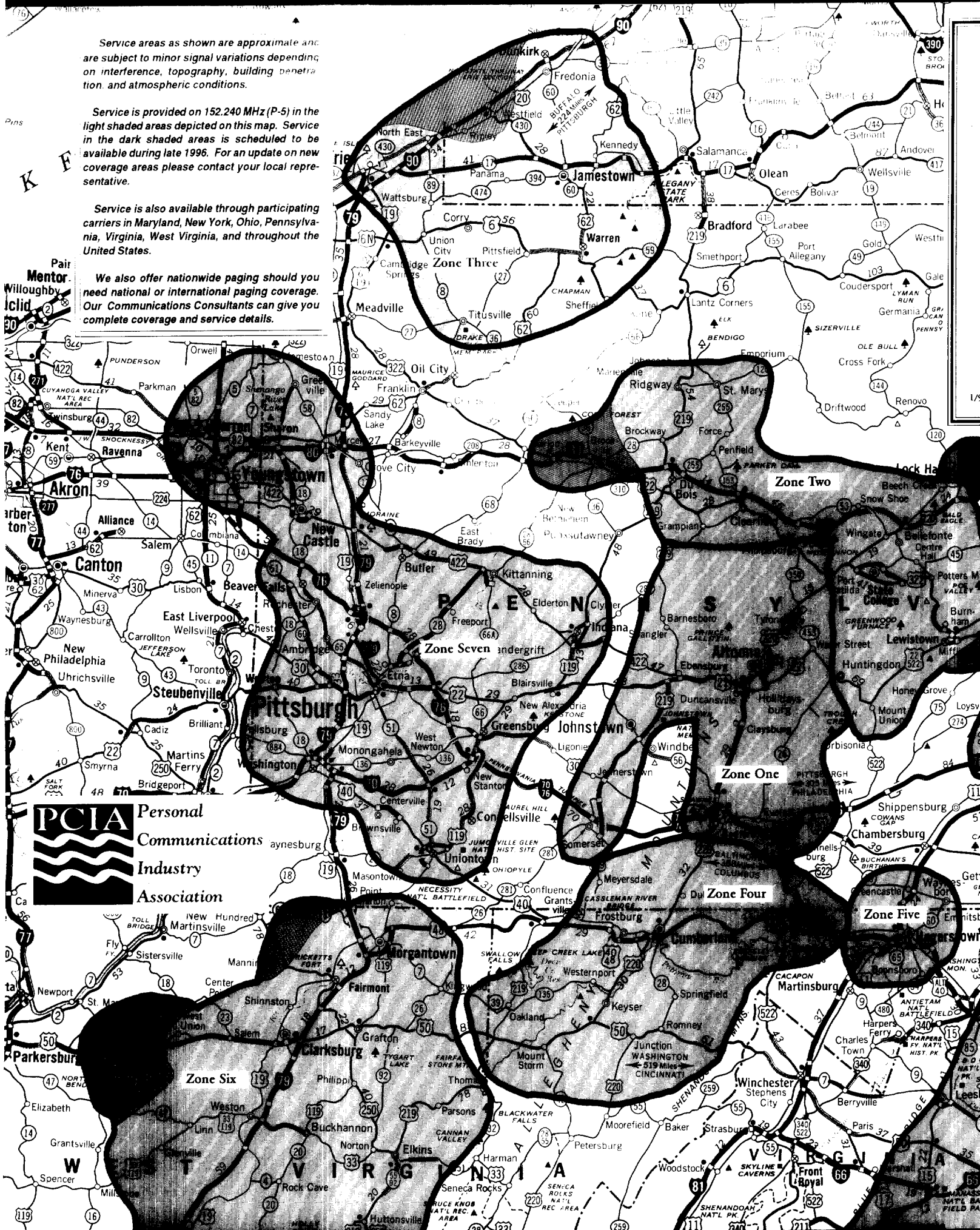
Service areas as shown are approximate and are subject to minor signal variations depending on interference, topography, building penetration, and atmospheric conditions.

Service is provided on 152.240 MHz (P-5) in the light shaded areas depicted on this map. Service in the dark shaded areas is scheduled to be available during late 1996. For an update on new coverage areas please contact your local representative.

Service is also available through participating carriers in Maryland, New York, Ohio, Pennsylvania, Virginia, West Virginia, and throughout the United States.

We also offer nationwide paging should you need national or international paging coverage. Our Communications Consultants can give you complete coverage and service details.

PCIA Personal
Communications
Industry
Association



MODERN COMMUNICATIONS CORPORATION

RADIO PAGING COVERAGE MAP

ZONE # COUNTIES INCLUDED

- 1 Blair, Bedford, Cambria, Schuylkill
- 2 Centre, Clearfield, Elk, Huntingdon, Jefferson, Mifflin
- 3 Chautauqua, Crawford, Erie, McKean, Warren
- 4 Allegany, Garrett, Hampshire, Mineral, Washington
- 5 Washington
- 6 Barbour, Braxton, Doddridge, Gilmer, Harrison, Lewis, Marion, Monongalia, Nicholas, Preston, Randolph, Taylor, Tucker, Upshur, Webster

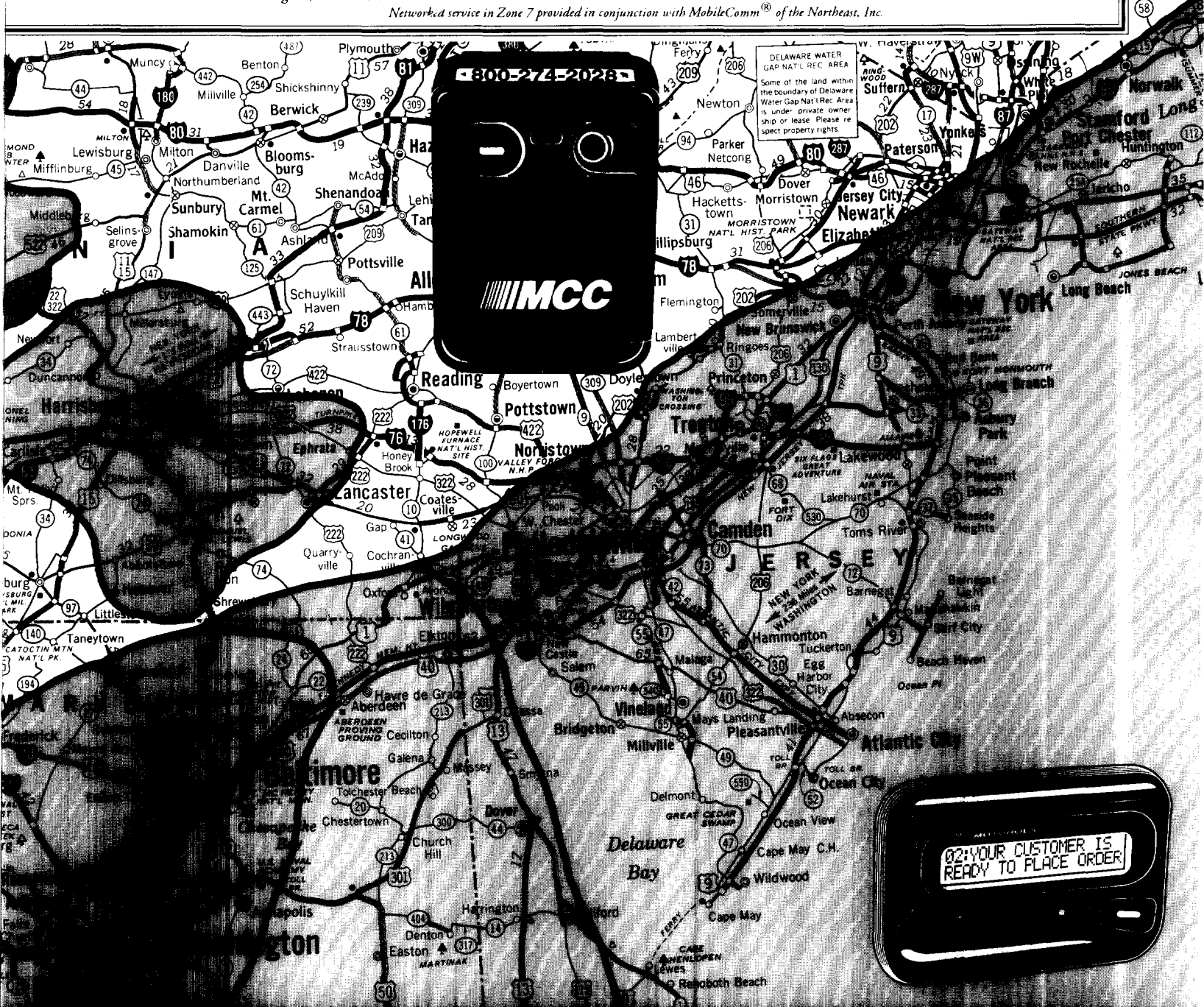
Networked service in Zone 6 provided in conjunction with Personal Communications, Inc.

- 7 Allegheny, Armstrong, Beaver, Butler, Fayette, Indiana, Lawrence, Mahoning, Mercer, Trumbull, Washington, Westmoreland

Networked service in Zone 7 provided in conjunction with MobileComm[®] of the Northeast, Inc.

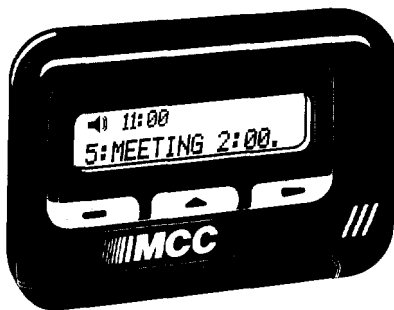
TRANSMITTER LOCATIONS

- Altoona, Bedford, Blue Knob, Carlisle, Johnstown, Somerset, and Williamsport
- Centre Hall, Clearfield, DuBois, Huntingdon, Kylertown, Mount Union, Ridgway, Rockton, St. Marys, State College, Williamsburg, and Yeagertown
- Corry, Ellery, Erie, Fredonia, Jamestown, Pleasantville, Scandia, and Warren
- Cumberland, Frostburg, Keyser, Hancock, Midland, Romney, and Swanton
- Hagerstown
- Camden, Clarksburg, Craigsville, Elkins, Fairmont, Glenville, Grafton, Hendricks, Kingwood, Monteverde, Morgantown, Salem, and Tesla



ABOUT OUR PAGING SERVICE...

At **Modern Communications** our goal is to help you communicate better. Licensed by the Federal Communications Commission, the Pennsylvania Public Utility Commission, and the West Virginia Public Service Commission, we are a locally-owned-and-operated business that provides radio paging service throughout central and north-western Pennsylvania, western Maryland, western New York and portions of West Virginia.



Modern Communications began providing mobile telephone and paging service in 1961 from a single transmitter site located near Altoona, Pennsylvania. Today we operate a network of over 38 paging transmitters that provides unparalleled coverage in our area.

When you deal with **Modern Communications** you will receive the best in service. It is our high commitment to quality service that separates us from the many other service providers. Our service includes a state-of-the-art paging system that provides all types of paging service including tone-only, multi-address, tone-plus-voice, voice-plus-display, digital display, alphanumeric, and even pagers that will actually store two voice messages! We can also provide our ADAM Voice Messaging Service in conjunction with our radio pager to give you a "total communications system."

Our service is available on a month-to-month basis, so there are no long term contracts to tie you down. You can purchase or rent your pager. We also offer all of the popular pager accessories as well as our unique Pager Protection Plan which will protect the investment in your radio paging equipment should it become lost, stolen, or damaged. Whether you choose to rent or purchase your pager,

Modern Communications is the **ONLY** name you need to know!

When you deal with **Modern Communications** you get *more* than just the best paging service available in our area! Count on our Altoona, Cumberland, Harrisburg, and State College team members for a variety of "extras" like:

- Emergency after-hours service*
- Free product & service demonstrations
- Free service trials

Highly trained sales and customer service consultants

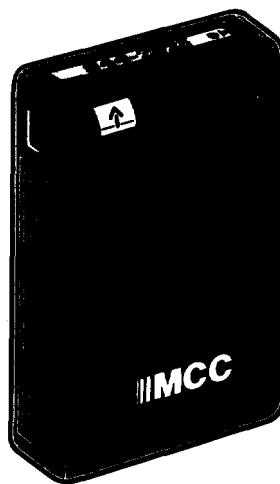
- 24-hour a day *live* telephone answering service
- Bi-monthly customer newsletter
- Money-saving billing cycles and detailed billing statements designed for *your* ease and convenience
- Unique customer referral plan
- State-of-the-art equipment manufactured by Motorola
- System access with local pager numbers
- Optional toll-free "800" numbers

Modern Communications also offers nationwide paging. With this service you can receive your messages in over 350 metropolitan areas throughout the United States plus Mexico and Canada. We also offer regional paging service through neighboring carriers. This unique service provides extensive paging coverage throughout Delaware, Kentucky, Maryland, New Jersey, New York, Ohio, Virginia, and West Virginia. No matter what your service needs, **Modern Communications** is the **ONLY** name you need to know.

In short, **Modern Communications** "goes the extra mile" to provide you with the most reliable, cost-effective paging service available anywhere. You can't beat our local, regional, and nationwide service options.

With over FORTY-ONE years of experience providing a variety of communications services there's an excellent chance that we can exceed all of your needs and expectations. These services include:

- Live Telephone Answering
- Voice Mail
- Mobile Telephones
- Telephone Systems
- AEI Satellite Music
- Mail Receiving
- Alarm Monitoring
- On-Hold Messaging Systems
- Motorola Paging Systems
- Cellular One® phone service
- BEST™ UPS Systems



Let our communications services help save you money, miles, and minutes today!

Modern Communications...
"Helping People Communicate Better!"

 Paging Services Council
We've Got A Message For You.

*By special appointment.

Regional Paging Coverage

BRS

“Helping People Communicate Better!”

Beeper Rental Service

“A Personal Communications Company”

*315 Morgantown Street
Uniontown, PA 15401
(412) 437-4146
(800) 879-2771*

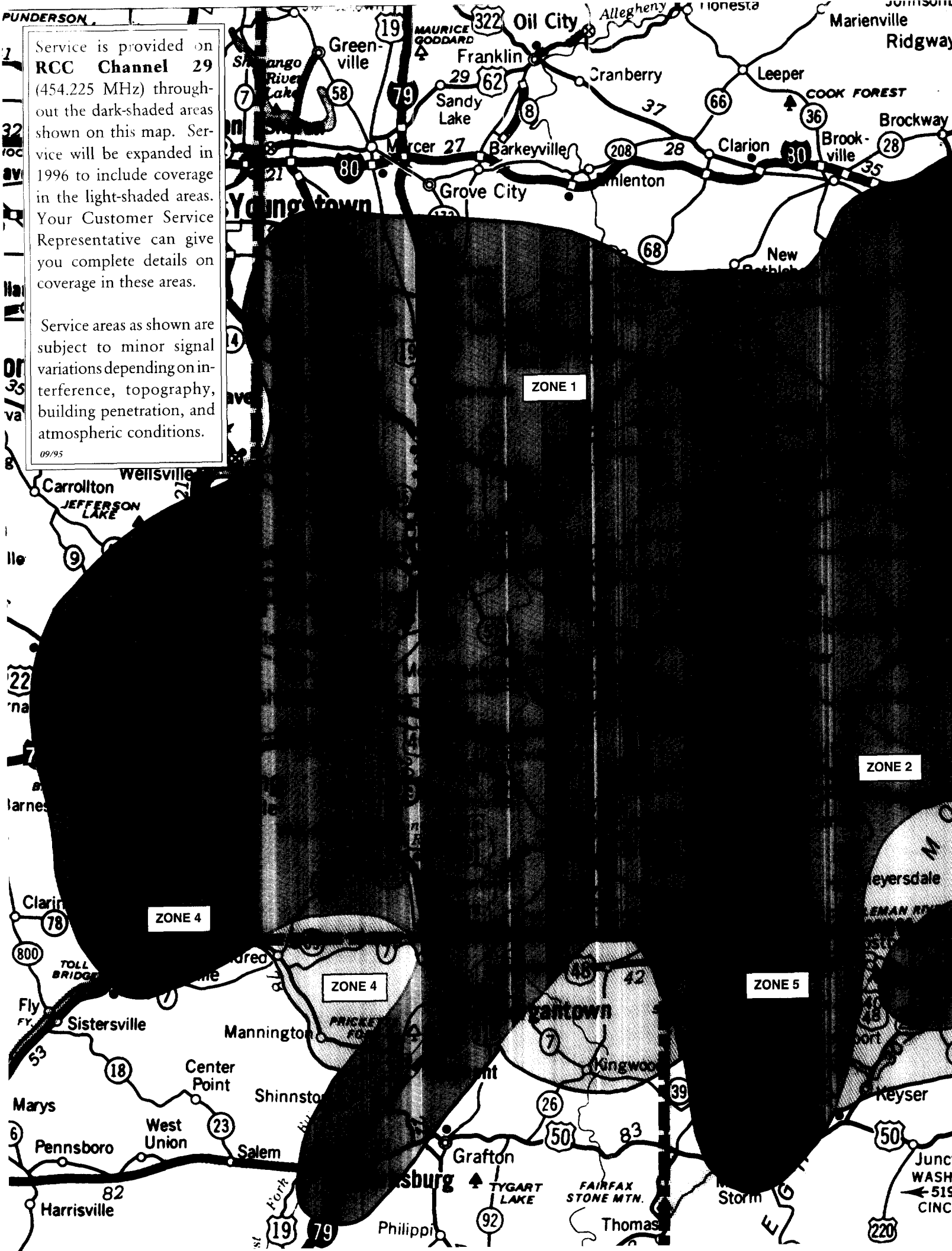
*907 Seventh Avenue
Beaver Falls, PA 15010
(412) 846-3823
(800) 522-0340*

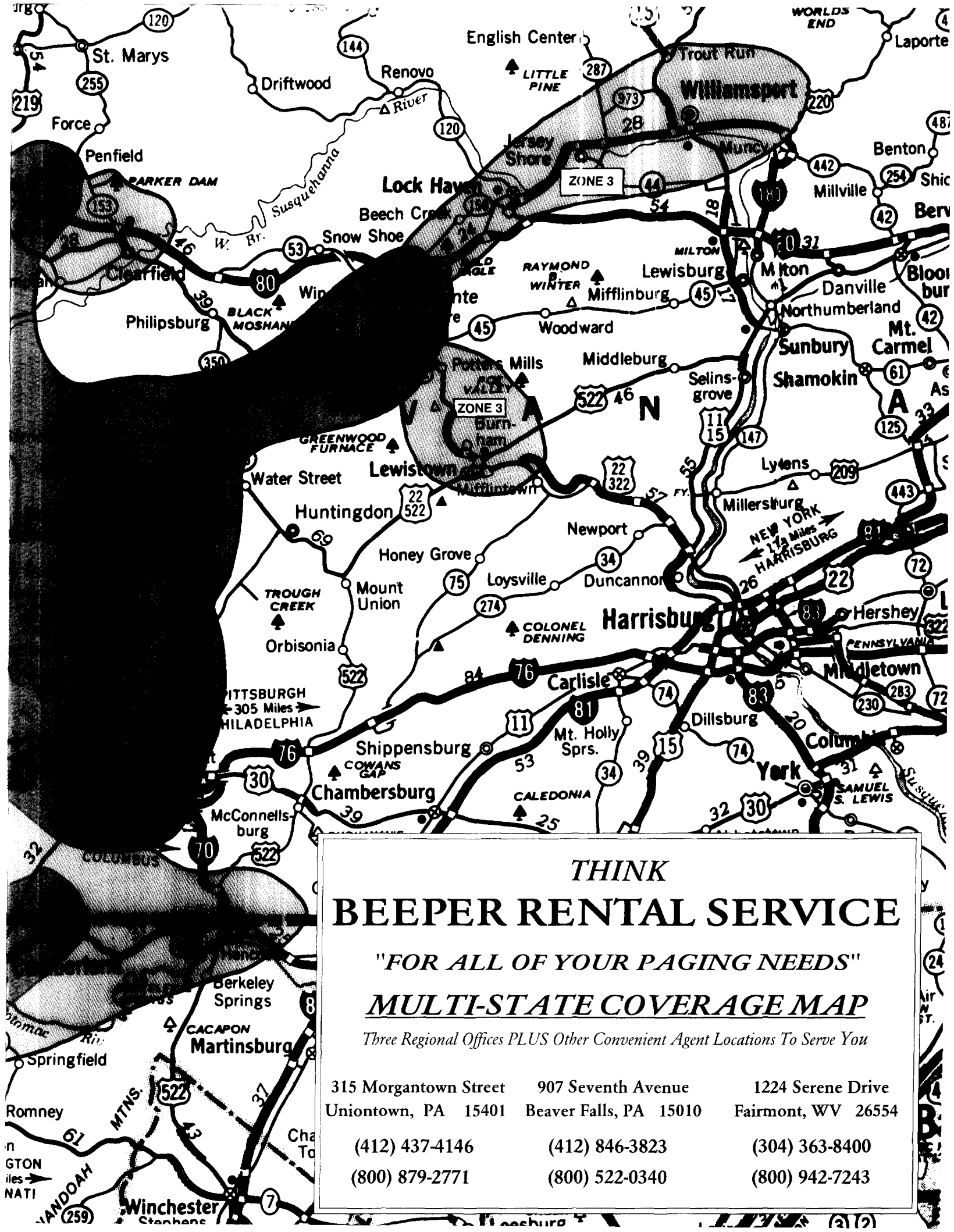
*1224 Serene Drive
Fairmont, WV 26554
(304) 363-8400
(800) 942-7243*

Service is provided on **RCC Channel 29** (454.225 MHz) throughout the dark-shaded areas shown on this map. Service will be expanded in 1996 to include coverage in the light-shaded areas. Your Customer Service Representative can give you complete details on coverage in these areas.

Service areas as shown are subject to minor signal variations depending on interference, topography, building penetration, and atmospheric conditions.

09/95





THINK BEEPER RENTAL SERVICE

"FOR ALL OF YOUR PAGING NEEDS"

MULTI-STATE COVERAGE MAP

Three Regional Offices PLUS Other Convenient Agent Locations To Serve You

315 Morgantown Street
Uniontown, PA 15401

907 Seventh Avenue
Beaver Falls, PA 15010

1224 Serene Drive
Fairmont, WV 26554

(412) 437-4146

(412) 846-3823

(304) 363-8400

(800) 879-2771

(800) 522-0340

(800) 942-7243

ABOUT OUR PAGING SERVICE

At **Beeper Rental Service** our goal is to help you communicate better. Licensed by the Federal Communications Commission, the Pennsylvania Public Utility Commission and the West Virginia Public Service Commission, we are a locally-owned-and-operated business that provides radio paging and other communications services throughout Central and Western Pennsylvania, Western Maryland, throughout North Central West Virginia and Eastern Ohio.

Beeper Rental Service began providing paging service in 1968 from a single transmitter site located just outside Uniontown, Pennsylvania. Today we operate a network of forty paging transmitters that serve a significant portion of the Tri-State area.

When you deal with **Beeper Rental Service** you will receive the best in **service**. It is our high commitment to quality service that separates us from the many other service providers. Our service includes a state-of-the-art paging system that provides all types of paging service including tone-only, multi-address, tone-plus-voice, voice-plus-display, digital display, alphanumeric, and even pagers that will actually store two voice

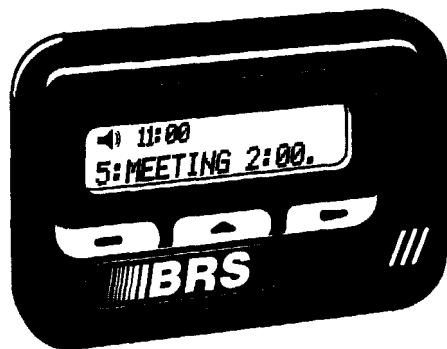
messages! We can also provide our ADAM Voice Messaging Service in conjunction with our radio pager to give you a **"total communications system."**

Our service is available on a month-to-month basis, so there are no long term contracts to tie you down. You can purchase or rent your pager. We also offer our unique Pager Protection Plan which will protect the investment in your radio paging equipment should it become lost, stolen, or damaged.

Whether you choose to rent or purchase your pager, **Beeper Rental Service** is the only name you need to know!

When you deal with **Beeper Rental Service** you get *more* than just the best paging service available in our area! Count on our Beaver Falls, Fairmont and Uniontown team members for a variety of "extras" like:

- Convenient, customer-oriented Saturday office hours*
- Emergency after-hours service**
- Free product/service demonstrations
- Free service trials



- Highly trained sales and customer service consultants
- 24-hour live telephone answering service for emergency service needs
- Bi-monthly customer newsletter
- Money-saving billing cycles and detailed billing statements designed for *your* ease and convenience
- Unique customer referral plan
- State-of-the-art equipment manufactured by Motorola
- System access with local pager numbers
- Optional toll-free "800" numbers



Beeper Rental Service also offers nationwide paging service. With this service you can receive your messages in over 350 major metropolitan areas throughout the United States plus some international markets. We also offer regional paging service through our ex-

clusive Follow-Me™ Paging Service. This system provides extensive paging coverage throughout Delaware, Kentucky, Maryland, New Jersey, New York, Ohio, Virginia, and West Virginia. No matter what your service needs, **Beeper Rental Service** is the *ONLY* name you need to know.

In short, **Beeper Rental Service** "goes the extra mile" to provide you with the most reliable, cost-effective paging service available anywhere. You can't beat our local, regional, and nationwide service options.

With **over two decades of experience** providing paging service there's an excellent chance that we can exceed all of your needs and expectations. Let our radio paging service help save you money, miles, and minutes today!

**"Beeper Rental Service...
Helping People
Communicate
Better!"**

 Paging
Services
Council
**We've Got A
Message For You.**

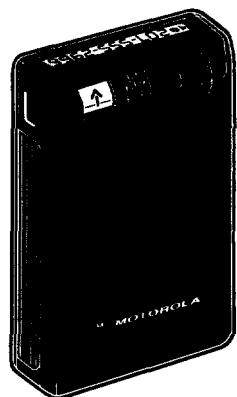
* Fairmont and Uniontown offices only.

** By special appointment

IMPORTANT PAGING SYSTEM ENHANCEMENTS

You don't have to be a communications expert to be able. Modern Communications handle all of your paging needs. We're busy taking care of everything, including system updates and enhancements, so that you can go about your daily business without having to be concerned about the reliability and coverage of your paging service.

Wherever you turn, you can see technology bringing changes and improvements to our professional, personal, and business lives. Paging is no exception! Recently, significant enhancements have been made to our service, all of which enable us to provide YOU with BETTER service!



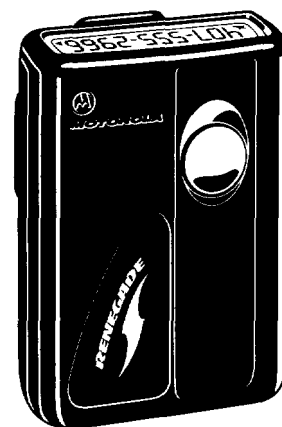
Throughout our 41-year history, it has been our belief that reinvesting in the systems and equipment that enable us to provide a quality service is the right way to do business. For instance...

- ❖ We have added fill-in transmitters to improve coverage and penetration and have purchased new high power transmitters that have enabled us to increase power at strategic locations.

- We have replaced a number of existing towers with new, taller towers to reduce dead spots and improve coverage.

- ❖ We have purchased diesel generators to provide uninterrupted power in the event of a commercial power failure and have increased the capacity of uninterruptible power systems that protect our paging terminal equipment.

- ❖ We have established strategic relationships with neighboring paging carriers enabling us to provide wide-area paging service that is completely transparent to our customers.



COVERAGE AREA



FOURTEEN new paging transmitter sites have been added to MCC's paging network that provide service in Maryland, New York, Pennsylvania, and West Virginia. You may have already experienced enhanced service in one or more of these new areas:

CENTRAL PENNSYLVANIA

• BLAIR COUNTY

We have DOUBLED our transmitter power at Wopsy Mountain which provides coverage throughout the Altoona area. This power increase has helped us to improve coverage and building penetration in this area.

We have located a new transmitter atop **Tussey Mountain**. While actually located just over the Blair County line, this transmitter has dramatically improved coverage in the Stonehedge, Frankstown and Williamsburg areas of Blair County.

• CENTRE - CLEARFIELD COUNTIES

A new, higher-powered transmitter has been installed at **Kylertown**. We have also made changes in the antenna system at Kylertown to improve coverage in the Philipsburg area.

A fill-in transmitter has been added in downtown **Clearfield** which helps us to provide excellent coverage throughout the Boro of Clearfield and throughout Clearfield County.

• ELK COUNTY

Two new transmitter sites have been added allowing us to expand our coverage into Elk County. These new transmitter sites are located near **Ridgway** and **St. Marys** and give our customers who have coverage in "Zone Two" (Clearfield, DuBois, Huntingdon, Lewistown, and State College) automatic coverage in these new areas.

(CONTINUED ON NEXT PAGE)



Modern Communications Corporation



• HUNTINGDON COUNTY

A fill-in transmitter has been located right in downtown **Huntingdon** to improve coverage in the local Huntingdon area, including important coverage needed for the medical community at J.C. Blair Memorial Hospital.

Our Huntingdon County customers are also receiving improved coverage throughout the County from our new site located atop **Tussey Mountain**. This site has also improved our coverage at Lake Raystown.

WESTERN MARYLAND - WEST VIRGINIA

Two new transmitter sites have been brought on-line as part of our Western Maryland - West Virginia system.

We have constructed a new transmitter facility at **Hancock**. This site enables us to provide more complete coverage between Hagerstown and Cumberland.

A new transmitter site has been added at **Romney** expanding our coverage in the Romney area!

Our Western Maryland customers now *automatically* enjoy Washington County (Hagerstown) coverage as part of our basic service offering. Our "Zone Four" coverage (Allegany, Garrett, Mineral, and Washington Counties) will now *automatically* include coverage in "Zone Five" (Washington County) *at no additional charge*.

Our Hagerstown customers now have automatic coverage to the West of Hagerstown including service from transmitters located near Cumberland, Frostburg, Hancock, Keyser, Romney, and Swanton.

NORTHWESTERN PENNSYLVANIA

NEW YORK

EIGHT new transmitter sites have been added to our state-of-the-art paging system. Complete coverage is now available in **Corry, Erie, Pleasantville, Scandia, and Warren**.

A complete new paging system has been built that serves our customers in **Ellery, Fredonia, and Jamestown**. This system is part of our Northwestern Pennsylvania - New York paging system and together provides complete coverage in Western New York and Northwestern Pennsylvania.

We call this new coverage area "Zone Three" which is detailed on the enclosed map.

Our aggressive expansion plans don't stop here!

During 1996 we have exciting plans that include expansion of our paging facilities into the following areas:

Maryland:

- Midland

New York:

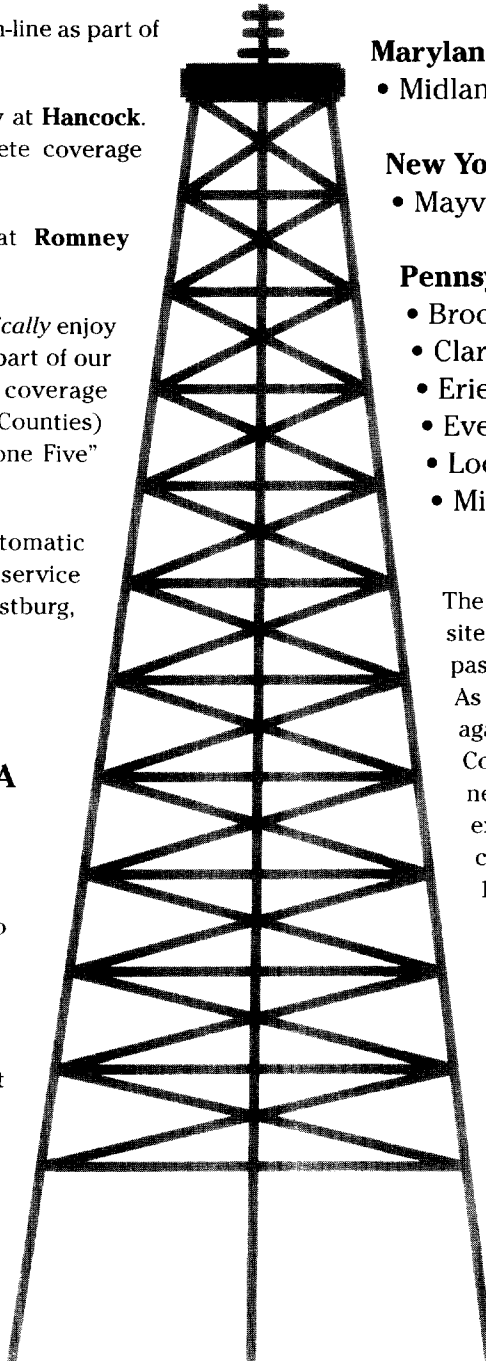
- Mayville

Pennsylvania:

- Brookville
- Clarion
- Erie (change in antenna system to improve coverage)
- Everett - Breezewood
- Lock Haven
- Mifflintown

The primary benefit of these additional transmitter sites and system changes is *coverage*. During the past year we dramatically increased our coverage. As you can see from the above list, we plan to do it again in 1996! While the Federal Communications Commission is not currently allowing us to file new applications which would permit us to expand paging coverage, we still hope to complete many of these construction projects in 1996.

The addition of new paging transmitter sites provides a larger and more comprehensive service area. In short, your pager can help you to be reached in *more* places than ever before. With the growing popularity of pagers, our expanded coverage makes you reachable wherever you travel!



SYSTEM NETWORKING

In addition to expanding our paging coverage, we have established networking arrangements with adjacent paging carriers to provide seamless, expanded paging coverage.

What exactly does "networking" mean to our customers? Networking is really quite simple... our customers who have tone only, numeric display, or alphanumeric pagers, which have the networking option, *automatically* receive their pages on adjacent paging systems. We currently network with paging carriers who provide coverage in Eastern Ohio, Western Pennsylvania, and throughout most of West Virginia. Arrangements are currently being finalized that will permit our customers to be reached throughout Baltimore-Washington, Virginia, Philadelphia, New York, Connecticut, and even Massachusetts!

For instance, for our customers who choose our Pittsburgh coverage option ("Zone Seven"), when your pages are transmitted throughout your local coverage area(s) they will *automatically* be routed throughout an extensive network of transmitters located throughout Western Pennsylvania-Eastern Ohio. Best of all, this

expanded coverage is available using only ONE telephone number, it's *automatic*... and it's *affordable*!

Networking also enables us to provide one-number calling throughout our entire paging system including all of Western Maryland - West Virginia, Central Pennsylvania, and Northwestern Pennsylvania - New York. With networking, when someone dials your pager number, our system can find you, wherever you are, throughout our entire coverage area as well as throughout adjacent areas! The enclosed paging map shows our current paging coverage areas including optional coverage that is available in other areas.



ADVANCED TECHNOLOGY

**You can count on
Modern Communications
to provide the latest in
advanced technology.**



STATE-OF-THE-ART EQUIPMENT

Our paging systems have been expanded to include Motorola's new state-of-the-art paging transmitters. We offer the new Motorola WordSender™ which is an alphanumeric paging terminal/phone that is as easy to use as 1-2-3! The WordSender™ makes alphanumeric paging from your home or office simple, easy, and convenient!

We have the latest in Motorola pagers including the new Advisor Pro™ and other fine pagers from Motorola. The Advisor Pro™ is unquestionably the finest alphanumeric pager on the market today! Special upgrade plans are now available for all of our paging customers who would like to take advantage of this state-of-the-art communications device and alphanumeric paging service. Our Customer Service Department or your Communications Consultant can give you all of the details!

• PAGER ACCESSORIES

Leave it to MCC to offer the latest paging products in a variety of great new colors including teal, blue, ice, zebra, and even snakeskin! We have a pager to suit virtually every style and personality! We also stock a complete line of pager accessories including replacement cases, chains, bungee cords, and more. Beeper Bungees are great for helping to keep your pager right where it belongs.



• NATIONWIDE SERVICE

Thinking about nationwide paging service? We can help. We offer SkyTel® nationwide service. SkyTel® offers exceptional numeric and alphanumeric coverage throughout the United States and abroad.



• TWO-WAY PAGING

Maybe you've heard or read about two-way paging service? While SkyTel® does not currently offer their new 2-Way paging in our area, rest assured that when coverage is available in our area we will offer this new equipment and service!

• ALPHANUMERIC PAGERS, SOFTWARE, AND DISPATCH SERVICE

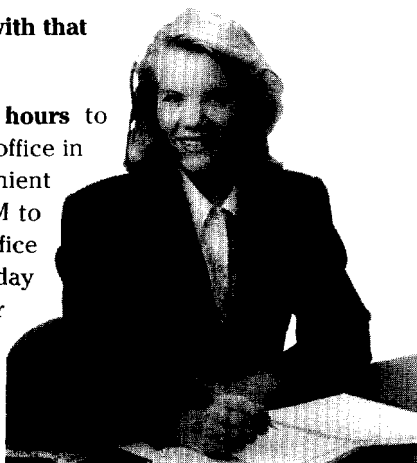


As always, we offer **FREE demonstrations** and trials of all our paging services. If you try one of our new alpha pagers, we're convinced you'll make the switch! Alpha service can't be beat!

We have the **computer software** that enables you to send alpha pages from your computer system. We also provide **alpha dispatch service** for our paging customers who want the convenience and ease of use of alpha paging complete with 24-hours a day, 7 days a week operator service. We have **ADAM Voice Mail** and paging packages as well as **ADAM Voice Mail / Alpha Dispatch** packages that make communicating quick, easy, and convenient. In today's competitive business climate, missed *messages* can mean missed *opportunities*. With ADAM Voice Mail and a beeper from MCC, you'll remain accessible, even while traveling.

• **CUSTOMER SERVICE . . . with that friendly smile!**

We have **expanded office hours** to serve you better. Our main office in Altoona now offers convenient Saturday hours from 9:00 AM to 1:00 PM. Also, our Altoona office now opens at 8:00 AM (Monday through Friday) for customer service. We will be expanding our office hours and days of coverage at some of our other locations during 1996. Even if you have service through one of our other branch office locations, our customer service department in Altoona may still be able to help you if your local office is closed. Please don't hesitate to call our office in Altoona by calling toll-free **800-274-2028**.



Modern Communications is committed to staying abreast of all the technological advancements available today so that your service and equipment will be second-to-none. You can rest easy knowing that system expansions and technological improvements are "business as usual" at MCC.

With more paging transmitters, expanded coverage, and new technology, MCC is the right choice. **No other paging company has the history of dedication to customer service.**

To find out more about our expanded paging coverage, networked coverage, alpha pagers, or to answer any other questions that you might have, please give us a call today!



1215 Sixteenth St.
Altoona, PA 16601
8AM - 5PM - Monday - Friday
9AM - 1PM - Saturday
814-944-2028
800-274-2028

301 S. Allen St., #104
State College, PA 16801
8:30AM - 5PM - Monday - Friday
814-238-1611
800-784-7887

171 N. Mechanic St.
Cumberland, MD 21502
8:30AM - 5PM - Monday - Friday
301-777-3522
800-638-5222

202 North Street
Harrisburg, PA 17101
8:30AM - 5PM - Monday - Friday
717-236-1111
800-364-0366

***We appreciate the opportunity
to help you communicate better!***

 **Paging
Services
Council**
***We've Got A
Message For You.***

 **MCC**